



U.S. Fish & Wildlife Service Division of Human Capital

How FWS Reels in Top Talent

Your Employer of Choice!

OPM Webinar June 10, 2010

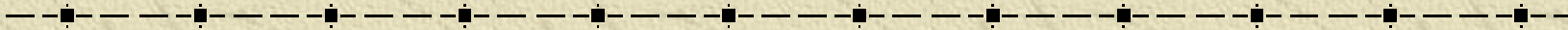


Today's Presentation

- ✦ How FWS Looks at Branding
- ✦ Types of Information FWS Brands
- ✦ How Branding/Info. Is Used to Onboard
- ✦ Future Outreach & Recruitment
- ✦ To be or not to be DC-Centric
- ✦ Incorporating Best Practices into Workforce & Succession Planning



Branding



**EMPLOYER OF
CHOICE**



Best Practices - Branding

- ✧ Market the Service as An Employer of Choice to current employees and job applicants.
- ✧ Includes a visual identity standard that appears on all print, electronic and new media
- ✧ Integrates human capital management and related programs and policies as tools and resources for employees that help them accomplish their mission
- ✧ Appears on recruitment products to pitch the federal government as “cool” and to boast the government’s world-class benefits and flexible workplace programs.



USA Jobs - Brand

[Search Jobs](#) [My Account](#) [Info Center](#)

[SIGN IN OR CREATE AN ACCOUNT](#)

USAJOBS
"WORKING FOR AMERICA"

[Search Jobs](#) [Keyword Tips](#) ?

What: (keywords)

Where: (city, state or zip code)

[Browse Jobs >](#)

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OVERVIEW

[DUTIES](#)

[QUALIFICATIONS & EVALUATIONS](#)

[BENEFITS & OTHER INFO](#)

[HOW TO APPLY](#)



Job Title: Fish Biologist

Department: Department Of The Interior

Agency: U.S. Fish and Wildlife Service

Job Announcement Number: R9-10-347109-BF

SALARY RANGE: 74,872.00 - 115,742.00 USD /year
OPEN PERIOD: Tuesday, May 11, 2010 to Wednesday, June 02, 2010
SERIES & GRADE: GS-0482-12/13
POSITION INFORMATION: Full TimeCareer/Career Conditional
PROMOTION POTENTIAL: 13
DUTY LOCATIONS: 1 vacancy - Arlington 'Ballston Area', VA
WHO MAY BE CONSIDERED: Applications will be accepted from any U.S. Citizen. This position is also being announced under Merit Promotion Procedures. If you wish to be considered under both Merit Promotion and Competitive procedures, YOU MUST ALSO APPLY UNDER ANNOUNCEMENT NUMBER (R9-10-347110-BF).

JOB SUMMARY:

You too can make a difference in our world. The work of the US Fish and Wildlife Service is meaningful and varied. Want to know more about what it is like to work for us? Click here to watch a short podcast called [Meet Your New Boss!](#)

This position is located under the Division of Scientific Authority, Interantional Affairs. You will serve as a Fish Biologist.

Go to section of this Job:

[Apply Online](#) ▶

[Print Preview](#) ▶

[Save Job](#) ▶

[Share Job](#) ▶

Agency Information:

US Fish and Wildlife Service Virginia
Division of Human Capital
4401 N Fairfax Dr MS 2000
Arlington, VA 22203

Questions about this job:

Bill Fuller
Phone: (703)358-1743
Email: Bill_Fuller@fws.gov


Job Announcement Number:




R9-10-347109-BF


Control Number: 1906225



Web Link via USAJobs

**U.S. Fish & Wildlife Service**
Join Us and Grow!





"Meet Your New Boss"

Your Career In The FWS

Are you ready to join thousands of people just like you who have discovered the joy of working for wildlife?


If so, the U.S. Fish and Wildlife Service offers you unparalleled experiences to conserve the nature of America on some of the most beautiful and awe-inspiring lands in our nation.

From Alaska's tundra to Maine's rocky coastline, from the desert southwest to the prairies, our national wildlife refuges, fish hatcheries, wildlife management areas, ecological services field stations, and law enforcement offices offer opportunities for everyone to shape their future while working for conservation. We also offer a great benefits package!

The U.S. Fish and Wildlife Service wants to be Your Employer of Choice.

Spanish Translation - Your Career in the Fish and Wildlife Service


Audio Files



Meet Your New Boss Video Description

Visualize yourself making a difference
For wildlife and for people
A job where you can leave a legacy for:
Pintails taking flight
Seals playing in crystal waters
Big Horn Sheep watching your every move
Puffins precariously perched on a cliff
King Salmon swimming mighty rivers
Buffalo and their young roaming the great prairies
Loons calling in the mist
The great sea cow, a manatee, swimming closely by
A gator growling
White Pelicans adrift on a lake
Hummingbirds drinking in sweet nectar
The massive Moose lurking in the woods
A bright red salamander delicately walking over dewy leaves
River otters swiftly moving across the top of the water
And
The mighty Brown Bear shaking his massive head in the winter snow
Join us
We Work for Them
www.fws.gov/jobs

Spanish Translation - Meet Your New



Note: The media link on this page is a musical video showing a montage of fish and wildlife scenes. No narration is included in video.



Best Practices

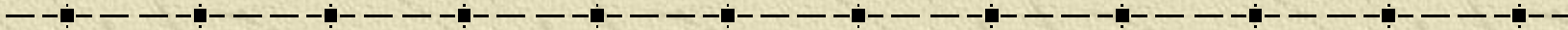
Meet Your New Boss & Another Day at the Office

Video Casts

- ✧ Two, 40-second video casts featured on the Service's Internet homepage
- ✧ Appetizers to market the Service as An Employer of Choice to new recruits.
- ✧ Converted into a variety of different formats (PC,MP3 or iPod), continuous loops during special events, opening/concluding presentations
- ✧ Embedded in the Service's USA Staffing job postings to entice job seekers.

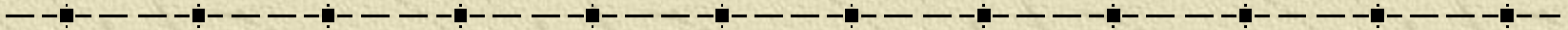


Video Casts – Brand “Another Day in the Office”





Video Casts – Brand “Meet Your New Boss”





Best Practices

Employer of Choice Exhibits

- ✧ Table top display
- ✧ Four 8x2 foot panels that can be used independently or interchangeably
- ✧ Perfect for job fairs and other national meetings to educate audiences about career opportunities in the Service.
- ✧ For cost effectiveness, the design specifications shared with Service regions so that they may produce these exhibits with no added cost for ad layout, copy and design or acquisition of images.






Four-Panels Exhibit

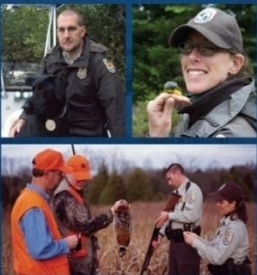
U.S. Fish & Wildlife Service

We're Your Employer of Choice

We offer you unparalleled experiences to conserve the nature of America on some of the most beautiful and awe-inspiring lands in our nation.




 *We Even Get Paid to Do This!*





EMPLOYER OF CHOICE

U.S. Fish & Wildlife Service

From Alaska's tundra to Maine's rocky coastline, from the desert southwest to the prairies, our national wildlife refuges, fish hatcheries, wildlife management areas, ecological services field stations, and law enforcement offices offer opportunities for everyone to shape their future while working for conservation.



 *Another Day in the Office*



EMPLOYER OF CHOICE



Table – Top Exhibit

U.S. Fish & Wildlife Service

Are you ready to join thousands of people just like you who have discovered the joy of working for wildlife?

If so, the U.S. Fish and Wildlife Service offers you unparalleled experiences to conserve the nature of America on some of the most beautiful and awe-inspiring lands in our nation.



From Alaska's tundra to Maine's rocky coastline, from the desert southwest to the prairies, our national wildlife refuges, fish hatcheries, wildlife management areas, ecological services field stations, and law enforcement offices offer opportunities for everyone to shape their future while working for conservation. We also offer a great benefits package!



EMPLOYER OF **CHOICE**



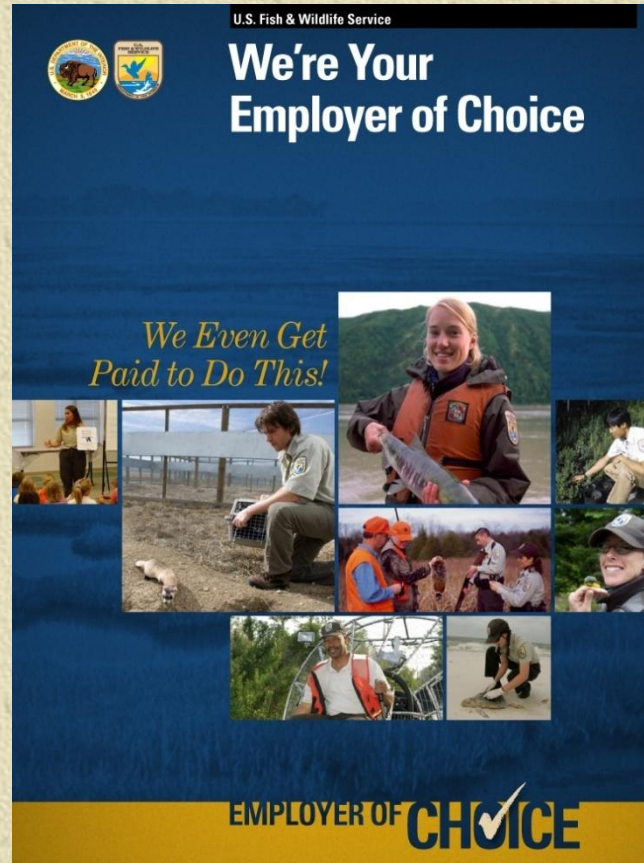
Best Practices

Employer of Choice Folder and Fact Sheets Series

- ✧ eOPF
- ✧ Work/Life Programs
- ✧ Awards
- ✧ Benefits,
- ✧ Transportation Subsidy
- ✧ SCEP/STEP
- ✧ Non-Paid Work Experience
- ✧ Harassment Free Workplace, Alternative Dispute Resolution/CORE PLUS
- ✧ Service Careers and Qualification Requirements.



Employer of Choice Folder & Fact Sheet Series





Best Practices

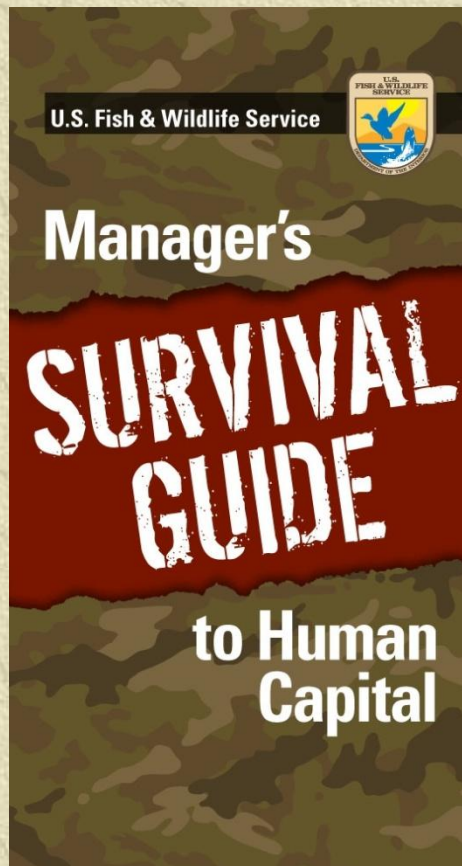
Manager's Survival Guide to Human Capital

- ✦ An attractive and easy-to-use reference guide for Service managers
- ✦ Help them better understand human capital management
 - ◆ staffing and recruitment
 - ◆ employee relations and benefits
 - ◆ equal opportunity and diversity

This resource is used as a companion guide to the National Conservation Training Center's Supervisory training, as well as is available via the Service's Intranet, InsideFWS.



Survival Guide to Human Capital





DOI Ethics Guide

- ✦ Companion to Manager's Survival Guide
- ✦ Winner 2008 Education and Communication Awards
- ✦ Dynamic, polished, professional guide featuring tabs on a variety of ethics topics.
- ✦ Like Survival Guide, serves as a model & adapted for use by other agencies.
- ✦ FWS was a member of a team of employees that developed this guide.




Best Practices


Job Seekers Homepage – Division of Human Capital link on Internet

- ✧ Re-engineered, redesigned and re-tooled the homepage as a true Job Seekers page
- ✧ Top 3 reasons the public visits the Service's website was for jobs
- ✧ Intuitive page that is clean and exciting and features our new media products including video casts, Spanish translations of video casts, and audio files for the hearing impaired.
- ✧ ***Working in Government*** – Division of Human Capital's Employee Engagement Section on InsideFWS Intranet includes a bi-weekly update of human capital programs, policies, and initiatives.



Human Capital – Job Seekers

**U.S. Fish & Wildlife Service**
Human Capital




Job Seekers

Employees


Practitioners

Job Seekers Resources Page


[A Day in the Life](#)
[Another Day in the Office](#) (Video)
[Apply Now](#)
[Benefits](#)
[Best Places to Work](#)
[Disability Program](#)
[Diversity](#)
[Meet Your New Boss](#) (Video)
[Pay and Leave Information](#)
[Special Emphasis Programs](#)
[Work/Life Programs](#)



[Join Us and Grow!
Human Resources](#)



[Equal Opportunity &
Diversity](#)



[Future Workforce](#)

Last updated: March 18, 2009

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Best Practices

✦ **FWS Employees at Work Image Library** – 8,000 images of employees from all backgrounds and including most careers.

✦ **The Supervisory Update**

- ◆ 60-minute television broadcast that is delivered via satellite every other month on a variety of different topics that are relevant to FWS supervisors
- ◆ Segments are prerecorded and filmed in the NCTC production studio. Benefits include: (1) the program is inexpensive to produce and can be sent to anywhere there is a downlink facility; (2) it is broadcast over the internet and is posted as a podcast after the broadcast so that employees can download and view it whenever they want; and (3) it is also recorded onto a DVD for those personnel who cannot view the actual broadcast



Future Outreach & Recruitment

✧ Secretary's Youth in Conservation Careers Initiative

✧ Key Team Player – Maturity Model

- ✧ Provide a diverse group of youth with opportunities for increased awareness of natural resource careers, and clear pathways to move from student learning to employment with DOI bureaus.
- ✧ Aligning our recruitment programs and policies to shape the FWS's workforce planning and result in a workforce that better represents the diverse public we serve.



To Be or Not To Be DC-Centric

- ✦ FWS workforce decentralized
- ✦ Recruitment focus on the field
- ✦ Recruit for Mission-Critical Occupations
- ✦ Making Resources Available to Field




Incorporating Best Practices into Succession Planning




- ✦ FWS Using New Media to Attract Applicants
- ✦ FWS Director Appointed Diversity Council
- ✦ Establishing Partnerships with ...DS schools – Student Sponsorship Program
- ✦ Educate Managers about How to Effectively Use Authorities



Conclusion





U.S. Fish & Wildlife Service
Division of Human Capital



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[A Day In The Life](#)
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[Office & Administrative Positions](#)
[Law Enforcement Positions](#)
[Student Positions](#)
Why FWS?
Benefits
[EEOC MD 715 Plans FY08](#)
[Student Educational Employment Program](#)
[Guidelines for Managers and Supervisors](#)
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You and the environment... A winning combination



Last updated: October 1, 2008

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